SOCIAL MEDIA: A Tool of Creation and Sharing Information

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Abstract

Social media is a controversy topic in today's society. Some people think that social media destroys human interaction and real life human relationships. While others think that social media is a bless to humanity. Social media makes human interaction much more convenient and much faster than real life human interaction, it makes globalization a reality, it gives a chance for introverted people to express themselves, and it also benefit develop international relationships whether its business or social. Social media makes it easy for people to communicate and interact with each other anytime anywhere in the world. People can stay connect to their families and loved ones no matter how far they are from each other.

Introduction

Social media has made communication a lot easier than ever before. Now, with a touch of a button people could communicate with anybody anywhere in the world. Websites such as Facebook makes communication with others an easy task. Facebook improved communication and even made communication a better experience. Facebook allow people to share photos, post comments, and view people's personal information. With almost 500 million users accounts, Facebook is considered to be one of the most popular social media websites, most of the people use it as a substitute for real life human interaction. (1,2) According to Forbes, there are about 1 billion social media accounts all over the world, these accounts makes almost all of the countries of the world connected with each other. Social media is a very common in today's modern world, social media is considered to be one of humanity's greatest achievements and accomplishments. Never before humans were connected to each other as in today's world and almost everybody has a Facebook account, there are about 500 million Facebook accounts. Facebook allow its users to chat with each other, to see each other's pictures, and to comment on any post. Which is very useful in the business and marketing world?

The ability to see other's pictures, comments, and other personal information, makes privacy a major issue. People no longer have private lives, because everybody post his personal information on the internet (3,4)

Discussion

Impact of Social Media on Relationships

Impact of Social Media on Personal Relationships Introduction Social media has had a major influence on society in the 21st century, enabling people to engage with each other in radically new and different ways. In less than a decade, it has transformed how we stay in touch with friends, shop, and network and gather our news.

Information and communication technology has changed rapidly over the past 20 years with a key development being the emergence of social media.

The pace of change is accelerating. For example, the development of mobile technology has played an important role in shaping the impact of social media. Across the globe, mobile

devices dominate in terms of total minutes spent online. This puts the means to connect anywhere, at any time on any device in everyone's hands.(5,6)

However, aside from seeing your friends' new baby on Facebook, or reading about Justin Bieber's latest brush with the law on Twitter, what are some of the real impacts, both positive and negative, that social media has had on our society?

Here is a closer look at the effect of social media on politics, business, and socialization as well as some of the negative effects such as cyber bullying and privacy.

Impact on Politics

Every politician worth his salt needs to jump on the social media bandwagon. This is because social websites have played an important role in many elections around the world, including in the U.S., Iran, and India. They have also served to rally people for a cause, and have inspired mass movements and political unrests in many countries.

Impact on Business

Net savvy companies are using social media to advertise their products, build customer loyalty and many other functions. Interactions and feedback from customers help businesses to understand the market, and fine-tune their products and strategies. Many firms organize contests and give away prizes to enthuse consumers to visit their social website page more often. Compared to television advertisements and other expensive forms of marketing, social media presence is a cheap and effective means to enhance brand image and popularity. (7,8)

Effect on Socialization

Social networks offer the opportunity for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content and pictures, and many other activities. Users can stay abreast of the latest global and local developments, and participate in campaigns and activities of their choice. Professionals use social media sites like LinkedIn to enhance their career and business prospects. Students can collaborate with their peers to improve their academic proficiency and communication skills. You can learn about different cultures and societies by connecting with people in other countries.

Negative Effects of Social Media

Unfortunately, there are a few downsides too to social networking. Many introverts and socially reclusive users place too much emphasis on virtual interaction, and ignore the real world outside. Read on to learn about a few more negative repercussions of social media.

Cyber Bullying and Online Harassment

If you are not careful, unscrupulous people can target you for cyber bullying and harassment on social sites. School children, young girls, and women can fall prey to online attacks which can create tension and distress. If you are a victim of cyber bullying, do not take it lying down, but try to take appropriate legal action against the attacker.

Impact on Productivity

Many companies have blocked social networks on their office Internet as addicted employees can distract themselves on such sites, instead of focusing on work. In fact, studies show that British companies have lost billions of dollars per year in productivity because of social media addiction

among employees.

Impact on Privacy

If you are not careful, what you post on the Net can come back to haunt you. Revealing personal information on social sites can make users vulnerable to crimes like identity theft, stalking, etc. Many companies perform a background check on the Internet before hiring an employee. If a prospective employee has posted something embarrassing on social media, it can drastically affect their chances of getting the job. The same holds true for our relationships too, as our loved ones and friends may get to know if we post something undesirable on social networks.(9,10)

Conclusion

Social media has its advantages and drawbacks as revealed in this article. It is up to each user to use social sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers

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